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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/444,170	11/18/1999	HENRY C. YUEN	36508/WWM/G2	8303

7590 12/18/2001

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[REDACTED] EXAMINER

CARLSON, JEFFREY D

ART UNIT	PAPER NUMBER
2162	

DATE MAILED: 12/18/2001

Please find below and/or attached an Office communication concerning this application or proceeding.

J.C.

Office Action Summary	Application No.	Applicant(s)
	09/444,170	YUEN ET AL.
	Examiner	Art Unit
	Jeffrey D. Carlson	2162

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) Responsive to communication(s) filed on _____.
- 2a) This action is FINAL. 2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) Claim(s) 1 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) Claim(s) _____ is/are allowed.
- 6) Claim(s) 1 is/are rejected.
- 7) Claim(s) _____ is/are objected to.
- 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) The proposed drawing correction filed on _____ is: a) approved b) disapproved by the Examiner.
If approved, corrected drawings are required in reply to this Office action.
- 12) The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

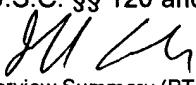
- 13) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

- 14) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
 - a) The translation of the foreign language provisional application has been received.
- 15) Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO-1449) Paper No(s) _____.



- 4) Interview Summary (PTO-413) Paper No(s) _____.
- 5) Notice of Informal Patent Application (PTO-152)
- 6) Other: _____

DETAILED ACTION

Specification

1. The disclosure is objected to because of the following informalities:
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-- The appendices are not in the proper format. They are not double spaced (CFR 1.52), They include drawings/diagrams which are not allowed in the specification (CFR 1.58) and the diagonal "preliminary" text is not allowed.

Appropriate correction is required.

Claim Objections

2. Claim 1 is objected to because of the following informalities:
(O) Claim 1 lines 5, 8, 13 and 17, the "IPG" and "electronic television program guide" should be replaced by --EPG-- and --electronic program guide-- to be consistent with the specification.

Appropriate correction is required.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. Claim 1 is rejected under 35 U.S.C. 102(b) as being anticipated by Alten et al (US5635978). Alten et al teaches a system and method to manage and display ads on an interactive electronic television guide (IPG/EPG). A "means for storing information regarding ads to be displayed" is provided at least in column 6 lines 39-46 where Alten et al teaches that processor 110 stores the schedule for display of promotional material and includes information concerning date, time and frequency of display. A "means for calculating the distribution of ads based on the information stored" is provided at least in column 7 lines 60-68 where Alten et al teaches the data processor 41 retrieves program schedule information from storage 42 and stores it in RAM; the promotional ,material is retrieved and sent to display generator 44 according to a schedule resident on data processor. Adherence to the schedule is taken to be calculation based on the stored information. A "means for distributing ads based on the calculation output" is provided at least in column 8 lines 10-13 and 24-28 where Alten et al teaches the multimedia generator 44 which takes the program schedule information sent by processor 41 and converts it into NTSC video format; the generator 44 composes the pages of listings and promotional material and routes the formatted pages to TV channel modulator 50.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jeffrey D. Carlson whose telephone number is 703-308-3402. The examiner can normally be reached on 8:30-6p, off on alternate Fridays.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on 703-305-8469. The fax phone numbers for the organization where this application or proceeding is assigned are 703-305-6606 for regular communications and 703-305-6606 for After Final communications.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.



Jeffrey D. Carlson
Examiner
Art Unit 2162

jdc
December 15, 2001